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February 10, 2012

TO: Each Supervisor *Jr Fielding no*

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

SUBJECT: **OBESITY PREVENTION CAMPAIGN IN LOS ANGELES COUNTY**

This is to notify you of an upcoming anti-obesity campaign in Los Angeles County entitled, "You Wouldn't Eat 22 Packs of Sugar, Why Are You Drinking It?" It is funded by the Centers for Disease Control and Prevention (CDC) and is part of their national media efforts to make consumers aware of the harmful effects of sugar-sweetened beverages in the local Communities Putting Prevention to Work grantee communities.

From February 27-May 20, 2012, transit TV will feature 30-second video spots of the campaign commercials. From February 27-April 22, 2012, print media ads in both English and Spanish will run on the CBS Outdoor components, including transit shelters, indoor bus and rail car cards, Metro station posters, billboards, and exterior bus and rail cars (see attached).

The ads are tagged with the "Choose Health LA" logo and the following attribution statement: "Made possible by funding from the Centers for Disease Control and Prevention through the Los Angeles County Department of Public Health."

If you have any questions or would like additional information, please let me know.

JEF:ps:an

Attachment

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

# YOU WOULDN'T EAT 22 PACKS OF SUGAR.\* WHY ARE YOU DRINKING THEM?

CHOOSE  
HEALTHY

\*SUGAR IN A 20-OZ. SODA; 1/10 OZ. (OR 3-GRAM) SUGAR PACKS

Made possible by funding from the Centers for Disease Control and Prevention through the Los Angeles County Department of Public Health.



# USTED NO COMERÍA 22 PAQUETES DE AZÚCAR\* ¿POR QUÉ SE LOS TOMA?

CHOOSE  
HEALTHY

\*CONTENIDO DE AZÚCAR EN UNA SODA DE 20 ONZAS.

Esta campaña es financiada por los Centros para el Control y la Prevención de Enfermedades y el Departamento de Salud Pública del Condado de Los Angeles.

